

> The Customer

BKV Beteiligungs- und Kunststoffverwertungsgesellschaft mbH (society for holding and plastic recycling), IK Industrievereinigung Kunststoffverpackungen e.V. (industrial association for plastic packaging) as well as the Handelsverband Deutschland - HDE e.V. (German association of trade).

The Challenge

Considering the environmental debate about avoiding carrier bags the client needs a reliable data structure on the consumption and utilization of plastic carrier bags in Germany. Therefore, the focus is on the EU Commission's proposal to legally adjust carrier bags with a film thickness beneath 50 μ .

The Solution

The differentiated analysis is based on interviews on the use of carrier bags (variations, quantity etc.) with trading companies of different distribution chains. GVM conducts store checks at retailers to determine sales-specific formats and film thicknesses of carrier bags. A systematic evaluation of key data of the German trade as well as the GVM data base *Market Volume Packaging* the analysis of this pattern forms the essential basis for the extrapolation of the interview results.

The Result

By this data base on consumption and recycling of plastic carrier bags the customer is provided with a profound review on the objectification of the political debate. Thereby the study concludes that an application of a 50 μ criterion is not effective.

> What can we do for you? Find out more at www.gvmonline.de or give us a call at: +49 (0) 6131 33673-0. We are happy to be of assistance!